



WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

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APRIL 2024 BOARD BOOK

BOARD OF DIRECTORS MEETING
VIRTUAL MEETING

APRIL 25, 2024

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AGENDA

2:00 PM	OPENING COMMENTS	PAMELA PRINCE-EASON
2:03 PM	BOARD CHAIR REPORT <ul style="list-style-type: none">• CALL MEETING TO ORDER• COMMENTS: NATIONAL CONFERENCE SUCCESS• APPROVAL OF MEETING MINUTES (NOVEMBER 2023)	NEDRA DICKSON
2:15 PM	NOMINATING AND GOVERNANCE COMMITTEE REPORT	CLINT GRIMES
2:30 PM	PRESIDENT’S REPORT	PAMELA PRINCE-EASON
3:00 PM	TREASURER’S REPORT	THERESA HARRISON/ PAMELA PRINCE-EASON
3:30 PM	FORUM UPDATE	PEGGY DELFABBRO
3:40 PM	LEADERSHIP COUNCIL UPDATE	SANDRA EBERHARD
3:50 PM	NEW BUSINESS	ALL
4:20 PM	CLOSING COMMENTS	NEDRA DICKSON

**Minutes of the November 27, 2023
WBENC Board Meeting**

**Submitted for Approval
During the April 2024
Board Meeting**

Women's Business Enterprise National Council
Board of Directors Meeting
November 27, 2023 – 10:00AM-12:00PM ET
In-Person Meeting

Meeting Roster		
1. Board Chair	Nedra Dickson, Accenture	Present
2. President and CEO	Pamela Prince-Eason, WBENC	Present
3. Counsel	Jorge Romero, K&L Gates	Notified Absent
Corporation	Corporate Members	
4. Allstate	Cheryl Harris	Present
5. Altria	Lisa Blake	Present
6. Amazon	Carla Preston	Present
7. AT&T	Jalayna Bolden	Notified Absent
8. Avis Budget Group, Inc.	Beth Crimmins	Present
9. Bank of America	Chris Poulos	Absent
10. BP America	Kimberly Thornton	Notified Absent
11. Capital One	Clint Grimes	Present
12. Chevron	Stephanie Beveridge	Authorized Designee
13. Comcast NBC Universal	Ajamu Johnson	Present
14. Corteva	Tamra Pawloski	Notified Absent
15. Dell Inc.	VACANT	
16. ExxonMobil Corporation	Doug Fisher	Present
17. EY	Theresa Harrison	Present
18. FedEx	VACANT	
19. Ford Motor Company	Jacklyn Watt	Notified Absent
20. GM	Reggie Humphrey	Notified Absent
21. Google	Siofra Harnett	Present
22. IBM Corporation	Jennifer Turner	Present
23. Intel	Jackie Sturm	Absent
24. Johnson & Johnson	Jennifer Curley	Present
25. JP Morgan Chase & Co.	William Kapfer, Ph.D.	Present
26. Kellanova	Michele Van Treeck	Notified Absent

27. KPMG LLP	Jennie Friedman	Absent
28. Kroger	Ryan Verbecken	Notified Absent
29. Lowe's	Stefani McLean	Present
30. Macy's, Inc.	Diana Pon	Notified Absent
31. ManpowerGroup	Liz Duensing	Absent
32. Marriott International, Inc.	Bianca Ortega	Notified Absent
33. Nationwide Inc.	Kimberly Proffitt	Present
34. The ODP Company	Karen Miller	Notified Absent
35. PepsiCo, Inc.	Mary McEvoy	Notified Absent
36. Pfizer Inc	Sirsij Peshin	Present
37. Procter & Gamble	Jo Haight	Absent
38. Raytheon	Andrea Desaulniers	Present
39. Robert Half	Sharon Black	Notified Absent
40. Shell Oil Company	Brandi Rauch	Present
41. Target	Brad Pomerleau	Present
42. The Coca-Cola Company	Fernando Hernandez	Absent
43. The Walt Disney Company	Claudia Splichal	Notified Absent
44. Toyota North America	Chris Garramone	Notified Absent
45. United Airlines	Suzi Cabo	Notified Absent
46. UPS	VACANT	
47. Verizon	Sandy Nielsen	Present
48. VISTRA	Phil Seidler	Present
49. Walmart Stores, Inc.	Denise Malloy	Absent
50. Wells Fargo	Barbara Kubicki	Present
Leadership Council Members		
51. WBEC West	Pamela Williamson, Ph.D.	Present
52. WBEC-South	Phala Mire	Present
53. WBEC-East	Liz Walsh	Present
54. WBDC Florida	Nancy Allen	Present
55. WBCS	Bliss Coulter	Present
56. GWBC	Roz Lewis	Present
57. WBEA	April Day, Ph.D.	Notified Absent

58. GLWBC	Michelle Richards	Notified Absent
59. CWE	Gaby Morse King	Absent
60. WBEC-Pacific	Janice Greene, Ph.D.	Present
61. WBEC Greater DMV & NY	Sandra Eberhard	Present
Forum Members		
62. CRC Group, Inc.	Patricia Rodriguez-Christian	Present
63. M Davis, Inc.	Peggy Del Fabbro	Present
64. MYCA	Patti Massey	Notified Absent
65. Bocci Engineering, Inc.	Lianne Lami	Present
66. Ampcus	Ann Ramakumaran	Present
67. Avacend	Kanchana Raman	Present
68. ALOM	Hannah Kain	Present
69. Savoca Enterprises	Sharon Savoca-Mahin	Notified Absent
70. DevMar Products	Sharon Reynolds	Present
70. Creative Resources	Caren Schweitzer	Present
72. Kaygen	Rashmi Charturvedi	Present
Expert Members		
73. Bristol-Myers Squibb	Farryn Melton	Present
74. ACT-1 Group	Janice Bryant-Howroyd	Notified Absent
75. Past First Vice Chair (Retired BP)	Debra Jennings-Johnson	Absent
WBENC Staff		
Chief Operating Officer	Jill Sasso	Present
Senior VP, Strategic Financial Services & WBE Engagement	Laura Taylor	Present
Chief of Staff	Amanda Zack	Present
VP, Business Development & Engagement	Mia Delano	Present
VP, Certification	LaKesha White	Present
Assistant Controller	Lauren Herman	Present
Regional Partner Organizations		
WBEC-ORV	Lynnise Smith	Present
WBDC Midwest	Emilia DiMenco	Present
Board of Director Guests & Representatives		
Chevron	Dave Feldman	Present

CALL TO ORDER: NEDRA DICKSON CALLED THE MEETING TO ORDER AT 10:11 AM EST. A QUORUM WAS ESTABLISHED.

10:11 AM OPENING COMMENTS / WELCOME REMARKS

MS. PAMELA PRINCE-EASON

10:13 AM BOARD CHAIR REPORT

MS. NEDRA DICKSON

- Called the meeting to order and began with commenting on Unity Week. Supply Chain and Supplier Diversity are center stage, now is the time to keep the conversation and momentum going.

Following a motion made by Ms. Barb Kubicki and a second by Mr. Bill Kapfer, the Meeting Minutes for the September 2023 Board Meeting were accepted and unanimously approved. There was no opposition or further discussion.

10:15 AM NOMINATING AND GOVERNANCE COMMITTEE REPORT

MR. CLINT GRIMES

- Reviewed Corporate Board Renominations. See Board Book for complete listing of the 15 seats that were reviewed. They each have a term ending in 2026.

Following a motion made by Ms. Farryn Melton and a second by Ms. Hannah Kain, the Corporate Board Seat Renominations were accepted and unanimously approved. There was no opposition or further discussion.

- Shared an update on the two (2) existing Corporate Board seat nominations. The PepsiCo Board seat was formerly held by Ms. Mary McEvoy and the new nominee is Ms. Rachel Thomas. The Vistra seat was formerly held by Mr. Phil Seidler and the new nominee is Mr. Gabe Castro.

Following a motion made by Ms. Cheryl Harris and a second by Ms. Barbara Kubicki, the Existing Corporate Board Seat Nominations were accepted and unanimously approved. There was no opposition or further discussion.

- Shared an update on the three (3) Forum WBE Board Seat Nominations. The list of nominations received is confidential and the information is embargoed until 12/22/23. These seats will be held by Catherine Koch, CEO k-Tec Systems, Tina Macon, CEO AllMac & Associates, LLC, and Dee C. Marshall, CEO Diverse & Engaged.

Following a motion made by Mr. Ajamu Johnson and a second by Ms. Steffani McLean, the Forum WBE Board Seat Nominations were accepted and unanimously approved. There was no opposition or further discussion.

- Shared an update on the four (4) Leadership Council Board Seat Nominations. The full list of these seats can be found in the Board Book.
- Ms. Pamela Prince-Eason explained that there is Leadership Council representation on the Board to strengthen the cohesiveness of the organization.

Following a motion made by Ms. Sandra Eberhard and a second by Ms. Kanchana Raman, the Leadership Council Board Seat Nominations were accepted and unanimously approved. There was no opposition or further discussion.

- Shared an update on the two (2) vacant Corporate Board seats currently held by Dell and UPS.

- Shared an update on the Executive Committee Appointments including the incoming 1st Vice Chair position to be held by Ms. Cheryl Harris of Allstate and the 2nd Vice Chair position to be held by Ms. Brandi Rauch of Shell.
- An update was shared on the Board Demographics including members by Gender, Ethnicity, and Geographic location, industry, etc.
- A reminder was stated to all Board Members that signed Conflict of Interest / Code of Ethics forms are due by the end of year in accordance with Board Member participation requirements.

10:30 AM PRESIDENT'S REPORT

MS. PAMELA PRINCE-EASON

- Provided the Board with an update on WBENC's **strategic** approach to supporting the network.
 - WBENC hosted a Corporate Partnerships webinar in August 2023 that showcased opportunities for corporate engagement.
 - WBENC presented on the programs/initiatives focused on HBCU outreach at the Allstate Diversity Summit.
 - The upcoming November event programming will feature a focus on ESG.
 - The WBENC Top Corporations program is being redesigned; Corporate feedback will be collected on the new structure.
- Provided the Board with an update on WBENC's **operational excellence**.
 - Highlighted WBENC programs featured primarily in Q4 including WeTHRIVE, WeIGNITE, Tuck Capstone, Chemical Industry Accelerator, Energy Executive Program, WBENCpitch, and Future Gen (an opportunity for WBENC staff to give back to younger generations through an entrepreneurship program for 5th graders).
 - The WBENC November event is taking place this week in Philadelphia in partnership with NGLCC and WIPP for Unity Week.
 - Preparation for the 2024 National Conference is well underway.
 - WBENC has experienced challenges with the Gaylord property regarding the ability to acquire additional guestrooms. To assist with this and set attendee expectations, some board members suggested including additional language on the conference website around the rooming situation.
 - A high-level conference schedule was shared. New in 2024 will include a VIP invitation only day on Friday March 22nd to engage with and recognize the Top Corporations. All specific details surrounding the new activities and the conference in general will be shared on attendee orientation calls in Q1 2024.
- Provided the Board with an update on WBENC's **technology initiatives**.
 - The joint-organization shared database is currently being tested and will be ready to launch soon in collaboration with NGLCC.
 - An update was shared on the implementation of two new systems; Sage Intacct is the new financial accounting system – and Salesforce is the new customer relationship management system.
- Provided the Board with an update on WBENC's **engagement**.
 - Shared an update on the National Partner Events that WBENC has recently attended/participated in such as the Allstate Diversity Summit, NMSDC National Conference, the 35th Anniversary of NWBC (HR5050), and various RPO Events.
- Provided the Board with an update on WBENC's position regarding the current **attack on DEI**.
 - This week's November event will feature more dialogue around this topic. WBENC's position will be focused on education and communication.
 - Due to WBENC's 501c3 status, the organization is unable to allocate any resources towards litigation, legislative efforts, lobbying, etc. WBENC will rely on the help of their affiliate partner WIPP (Women Impacting Public Policy) to represent the organization and be the voice of women owned businesses.

TOP CORPORATION PROGRAM UPDATE

MS. LAURA TAYLOR

- On Friday March 22nd during the National Conference week, WBENC will be recognizing all previously awarded Top Corporations.
- Historically the program included an application process for recognition. Moving forward, it will feature a road map for self-assessment and feedback process.
- Corporations may submit their self-assessment for consideration for a seal acknowledging top performance.
- Submitting consideration for the seal is optional.
- . WBENC Impact Recognition is distinguished by WBENC at its discretion.
- The Road Map includes performance capabilities and progression levels (with similarities to the former Top Corporation application, but in a refreshed/condensed format).
 - It includes capabilities such as Program Structure, Accountability, Training & Advocacy, Procurement Process, Reporting & Communication, and Outreach & Development.
 - The progression levels are Foundation, Sustain, Evolve, Innovate and Pioneer
- The “Path for Impact” will complement WBENC’s webinar series known as The Supplier Diversity Journey. These sessions are a great foundation for corporations who are in the beginning stages of building their programs.
- Next steps include seeking feedback from Board members and corporate members.

11:00 AM TREASURER’S REPORT

MS. THERESA HARRISON / MS. PAMELA PRINCE-EASON

- WBENC’s cash position remains strong across all accounts.
- WBENC is launching a new financial accounting system on 12/1/24. Expenses are closed through 9/30/24.
- The increase in membership this year has increased overall revenue.
- The budget for expenses at meetings/events are developed through a very detailed planning process.
- It is significant to note the decrease in office rent in DC due to the downsizing of the WBENC DC office space.

Following a motion made by Mr. Bill Kapfer and a second by Mr. Clint Grimes, the 2024 WBENC Budget was accepted and unanimously approved. There was no opposition or further discussion.

11:30 AM FORUM UPDATE

MS. PEGGY DELFABBRO

- Shared that there has been an increase WBE forum engagement.
- Focused on building personal and professional capacity through education and programming as well as enhancing communications.

11:40 AM LEADERSHIP COUNCIL UPDATE

MS. SANDRA EBERHARD

- Growth – The RPO’s experience growth through outreach and programming which also serves as a marketing/development tool for the network. Pleased to share that overall WOSB certifications have increased by 4-5%.
- Engagement – WBENC and the RPOs have restructured the allocation model; it is no longer dependent upon the national conference event location. In the new model, all RPOs are a part of the conference host council, this model will continue in 2024.
- Feedback continues to come in from the WBE community that the certification process is still overwhelming. RPOs are beginning to look at ways to streamline and simplify this process.
- Several RPO leaders participated at the WBENC booth at the NMSDC National Conference. It was a great representation of collaboration. RPOs would like Corporations to keep them informed of their regional events so that they can attend/support.

- RPOs continue to find value in partnering with WBENC on the national WBENC Pitch competition. The monetary prize is one benefit of the competition, but regional participation is the real win. It provides great exposure for WBEs to promote their business and a way to activate/engage newly certified companies.
- Operational Excellence – The WBENC and RPO service agreement aligns with the motto “We are WBENC”.
- Governance – The RPO theme for 2024 is “the power in many”.

11:50 PM CLOSING COMMENTS

MS. NEDRA DICKSON

- Commented that WBENC is in a great financial position and has conducted operations in a very fiscally responsible manner.
- The numeric statistics are important and a powerful way to close out 2023:
 - 204 RPO events occurred with a combined total engagement of 9 thousand attendees.
 - The total number of certified WBE nationally is 19,347.
- Reiterated the importance of Board Members completing the comment cards that will be distributed at the event this week. Board member and all constituent feedback is critical. If WBENC leadership and executive committee are not aware of concerns in the community, they are unable to address and implement possible solutions.
- Key takeaways and the theme for wrapping 2023 and moving into 2024 are: Impact, return on investment, targeted feedback, change-makers, now is the time to make our story heard.
- Misc. Comments Shared:
 - Ms. Hannah Kain advised that cybersecurity concerns are growing globally and suggested ongoing protection is needed for the WBENC database.
 - Ms. Pamela Prince-Eason recognized Mr. Brad Pomerleau of Target for the incredible work by his team in collaboration with the WBENC team on the 2023 Women Owned in Retail program, which has resulted in a significant expansion of women owned products/brands represented in their stores.

Following a motion made by Mr. Clint Grimes and a second by Mr. Bill Kapfer, the 11/27/23 WBENC Board of Directors Meeting was officially adjourned. There was no opposition or further discussion.

12:00 PM MEETING ADJOURNED

MS. NEDRA DICKSON

Materials for April 25, 2024
WBENC Board of Directors Meeting

Nominating and Governance Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
April 25, 2024

GOAL 1: Based upon the needs of WBENC and input from the Executive Committee, we will provide a slate of qualified Board of Director candidates to the Executive Committee and Board of Directors.

2024 Progress to Goal

April 2024

- Reviewed open corporate seats and candidates since the November 2023 meeting. Provided six (6) total recommendations for corporate board seats, five of which were elected via electronic board vote and one for board consideration and election at April 25, 2024 meeting.

GOAL 2: We will review, validate and update (as required) documents supporting the nomination and governance processes, and collect required documents annually.

- a) By-laws
- b) Committee Charters
- c) New Board Member Application
- d) Committee Timeline
- e) Code of Ethics
- f) Conflict of Interest

2024 Progress to Goal

April 2024

- No updates for Q1 2024

GOAL 3: We will develop metrics that track board member attributes and Committee performance.

- a) Corporate Scorecard
- b) Board Matrix

2024 Progress to Goal

April 2024

- The Nominating Committee has a planned review of the corporate renomination scorecard in Q2 2024 and will share the updated scorecard with all board members prior to the 2024 Corporate Renomination process begins.

WBENC By-laws Reference: Article V, Section 5.2

Nominating Governance Committee: Board Elections

Nomination for Existing Corporate Board Seats (1)

Intel - Clay Atkins (term exp 2025)

New Corporate Directors Elected Since November 2023 Board Meeting - Virtual Elections (5)

Caesars – Heather Rapp (term exp 2025)

Dell – Robert McIntosh (term exp 2024)

Procter & Gamble – Donna Mulcahy (term exp 2026)

Toyota – Sharay Lawson (term exp 2026)

UPS – Sophia Shoate (term exp 2025)

Retired Board Members (1)

Cheryl Stevens – Expert Seat

Vacant Corporate Board Seats (3)

Altria

FedEx

Walmart



Clay Atkins
Director, Supplier Diversity & Inclusion
Intel

Clay Atkins is the Director of Intel's Supplier Diversity & Inclusion (SD&I) program, one of the pillars of Intel's Global Diversity & Inclusion strategy. Under Clay's leadership, Intel has increased spending with certified diverse owned businesses globally from \$299 million in 2015 to over \$2.2 billion in 2022.

Intel has received numerous recognitions during this time including WEConnect International Top Global Champions for Supplier Diversity & Inclusion "Platinum" multiple years and their CEO's Award, WBENC Top Corporation, NMSDC Gazelle Award, Procurement Leaders' World Procurement Inclusion Award, and Omnikal's America's Top 50 Corporations for Multicultural Business Opportunities among others.

Since joining Intel in 2004 as a supply chain program manager, Clay has held a variety of leadership and program manager positions across supply chain and engineering divisions, primarily in the outsourced manufacturing space. Prior to his current role he was the chief of staff for two corporate vice-presidents and spent two years in Munich, Germany in program management roles supporting Intel's mobile/wireless division.

He currently serves on the boards of WEConnect International, the Women's Business Enterprise Council – Pacific (WBEC-Pacific), and the Diverse Manufacturing Supply Chain Alliance (DMSCA) annual conference committee. He is an active member of Tech:SCALE, the supplier diversity and inclusion technology industry group.

Board Chair & President's Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
April 25, 2024

The Board Chair & President's Report will be delivered live at the 4/25/24 Board meeting.

Finance Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
April 25, 2024

GOAL 1: Oversee the monthly and yearly financial reporting process and increase the awareness of the Board of Directors with regards to WBENC’s financial position. The Finance Committee meets as needed and specific meeting highlights are noted below:

2024 Progress to Goal

April 2024

- We are excited to report our new system implementation and staff roles & responsibilities have positioned us well. We are fully closed through year-end 2023 with external Audit scheduled in June 2024. Additionally we are closed for the months of January, February and March 2024. We have had no issues with our current (new) systems and we have quickly learned to utilize key aspects of the new financial system. Current focus is on a.) budgeting functionality, b.) the time and & attendance capability in the system and c.) overall reporting capability.

GOAL 2: Build a 2024 Financial Plan that supports WBENC’s short-term and long-term strategic goals.

2024 Progress to Goal

April 2024

- 2024 Budget was prepared in September and October 2023 and approved by the WBENC Board in November 2023. In the short term budgeting and tracking are focused on achieving 2024 membership, event and program goals. The past 3 years have been used to build our financial reserves and as of 2nd half of 2023 we have increased staffing to focus on long-term growth. Our new EOS Vision Tracker has been updated to grow the organization to a \$30M organization focused on certification, events and programs that promote gender parity for all in Corporate and Government Supply Chains and makes substantial progress in breaking down the barrier of “access to capital” for women-owned businesses.

GOAL 3: Continue to invest and grow WBENC’s unrestricted net assets reserve to enhance WBENC’s overall financial position.

2024 Progress to Goal

April 2024

- As of December 2023, WBENC currently has reserves in excess of those needed to support the organization for 9-12 months. This exceeds the minimum calculation WBENC was striving for.

WBENC By-laws Reference: Article V, Section 5.1, F

Audit Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
April 25, 2024

GOAL 1: Oversee completion of the annual audit.

2024 Progress to Goal

April 2024

- Ryan Martin has replaced Lauren Herman as Team Leader for WBENC Finance Operations. His experience has led to improved cycle times and better utilization of the financial accounting system capability. 2023 Financial Close was completed in January 2024. As of April 2024, Ryan (and team) have provided CBM (WBENC external auditor) with the 2023 Trial Balance results and all “pre-requested” items for the 2023 Audit that will occur in June 2024. We anticipate a smooth audit though will be sharing how the new system works and introducing new staff to CBM. Internal controls remain high and our transition of systems and staff over the last 6 months has gone very well.

GOAL 2: Oversee completion of the annual Form 990.

2024 Progress to Goal

April 2024

- This will be completed after the 2023 Financial Audit and will be filed in a timely manner by November 15, 2024. As a reminder, your conflict of interest forms and other requested Board Documents are used to complete this important governance form. Thank you for your timely completion of the requested documents.

GOAL 3: Ensure WBENC has the appropriate level of internal controls.

2024 Progress to Goal

April 2024

- The 2022 audited yielded no issues with internal controls. These will be tested again in June 2024 on our 2023 data; however, we monitor controls monthly and feel confident that our transition to new systems, personnel and processes have retained or improved all financial internal controls.

WBENC By-laws Reference: Article V, Section 5.1, D

GOAL 1: GROWTH - To further the business case for WBE Supplier Diversity

2024 Progress to Goal			
April 2024			
<ul style="list-style-type: none"> 2023 Regional Events: 701 regional events hosted by RPOs in 2023 with 26,867 total attendees. 2024 Q1 Regional Events: 200 events with nearly 6200 attendees 2023 Increase in the number of certified WBE firms and WOSB firms. 			
	12/31/2022	12/31/2023	2023 Growth
WBE	18,672	19,792	6%
WOSB	7,960	8,613	8.2%

GOAL 2: ENGAGEMENT - To be a catalyst for business opportunities and strategic business relationships among and between key stakeholders

2024 Progress to Goal
April 2024
<ul style="list-style-type: none"> The RPOs played a crucial role in the success of the 2024 National Conference in Denver, CO last month. <ul style="list-style-type: none"> Each RPO again designated a Host Committee Member to serve on the National Host Committee. These WBEs assisted in planning and communications and also served as ambassadors for the conference. All 14 RPOs also collaborated on a booth for the 2024 National Conference which served as a hub for attendees to learn more about the RPO Network. On Tuesday each RPO hosted corporate and WBE conference attendees from each of their regions in breakout sessions with engagement and networking activities to facilitate connections for attendees to build on throughout the week. Staff members from RPOs also attended the conference and participated as super-volunteers at the conference. All RPOs are again participating in the WBENC Pitch program in 2024. The regional pitch competitions are already planned and the dates and details were communicated to attendees at the RPO breakout sessions at the national conference. The winners from the RPO regional pitch events will advance to the national semi-finals and finals in Q3 and Q4 this year. Three RPOs will celebrate milestone anniversaries in 2024: WBEC Greater DMV and Metro NY – 25 years; WBEC South – 30 years; and GLWBC – 40 years.

GOAL 3: OPERATIONAL EXCELLENCE - To collaborate with WBENC in evaluating and proposing changes to the RPO Service Agreement and Allocations Methodology.

2024 Progress to Goal

April 2024

- The 2024 Service Agreement was signed by all RPOs in December 2023.

GOAL 4: GOVERNANCE - Maintain Leadership Council Governance and Compliance to WBENC Agreement

2024 Progress to Goal

April 2024

- Sandra Eberhard, the Leadership Council Chair, and Liz Walsh the Vice Chair continue in their roles through 2024.
- The council will meet monthly throughout 2024, with one projected in-person meeting (date TBD).

Women's Enterprise Forum Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
April 25, 2024

GOAL 1: Increase Forum Engagement.

2024 Progress to Goal

April 2024

- The Q1 2024 Forum session open to all WBEs took place immediately before the WBENC National conference kickoff in March 2024 with an at capacity room of almost three hundred WBEs. Forum leaders provided insights about how to make the most of the WBENC Conference experience and recognized the 2024 WBE Stars. Using a theme of Financial Wellness, the trailer of the documentary "Show Her the Money" was shown followed by a panel hosted by Judith Goldkrand from Wells Fargo and included one of the businesses featured in the movie, Vicky Pasche, Founder and CEO of Dapper Boi, as well as capital advisor, Eda Henries, President, and CEO of Henries & Company. Later in the session, WBENC provided a preview of 2024 programs, and Pamela Prince-Eason, WBENC CEO and Nedra Dickson, WBENC Board Chair joined the meeting for an open Q&A.
- As part of the Friday Conference events, the Forum hosted a WBE-to-WBE Connections session, encouraging networking and WBE-to-WBE opportunities. The RPO Leadership Council Chair and Vice Chair also hosted a session about how to get engaged in the WBENC network and the Forum Teams had the opportunity to meet in person on Forum Insights planning.

GOAL 2: Building Personal and Professional Capacity through Education & Programming.

2024 Progress to Goal

April 2024

- Based on Forum input, WBENC is hosting a new Supplier Diversity Journey for WBEs. This educational series addresses WBEs looking to start a supplier diversity initiative or those searching for new processes and techniques to grow their program. The first session is April 30th.
- The Forum teams are planning their 2024 Forum Insights Series session, where the focus is on peer-to-peer learning. The Domestic team is first, on May 22nd, the topic is AI Revolution: Unlocking Efficiencies. The Engagement, Marketing, Government, and Global teams are planning sessions in Q3-Q4.

GOAL 3: Enhance Governance and Communications.

2024 Progress to Goal

April 2024

- Forum Leadership planned and delivered the Q1 2024 Forum session at the WBENC National conference. During that session, leadership shared the structure and work of the Forum to help those in attendance understand the opportunities and value of engagement in their RPO and the overall WBENC network.
- The Forum Marketing team announced a new Second Vice Chair, Barbara Bosha, of Bosha Design+Communications. Julie Lilliston Founder & President, Julie Lilliston Communications, moved from Second Vice Chair to First Vice Chair of the Marketing team. We thank Kimberly Meek, Owner & CEO Hacha Products, for her service as outgoing Second Vice Chair of the Marketing team.
- Introduced a monthly Forum email summarizing asks of Forum members as well as upcoming events of interest. Positive feedback received to date.

WBENC By-laws Reference: Article V, Section 5.1, C

Corporate Membership & Retention Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 April 25, 2024

GOAL 1: Value Proposition & Retention: Maintain Retention of Existing Members and Maintain 450+ Members Overall, continue to offer current and relevant benefits to National Members, and work with Programs team to achieve.

2024 Progress to Goal

April 2024

- **\$6,773,400 2024 Renewals Invoiced Commitments, 94.2% Retention** *This time LY: \$6,453,400 2023 Renewals Invoiced Commitments, 97% Retention (2022 - \$5,176,900 Renewals invoiced, 97% Retention) **This is an increase of \$320,000 from LY*
- **\$7,087,900 Total 2024 Membership Invoiced Commitments, 524 Members** *This time LY: \$7,018,066 Total Membership Invoiced, 534 Members (2022 - \$5,968,525 Renewals Invoiced, 474 Members Total)
- **Retention is lower than normal for this time of year**, which is due to smaller entities whose programs did not takeoff and whose budgets have been cut. We anticipated this would occur after the pandemic and in the face of DEI opposition. However, many of these entities chose to join Regionally in 2024 and remain in contact with National. **We anticipate Retention will rise as normal throughout the year and hope to achieve 96% in 2024.**
- **Revenue is continuing to rise.** The Momentum of New Members has leveled out and is tracking as it did prior to the pandemic, which is what we expected. **We remain in a very strong position in the face of the DEI opposition.**

GOAL 2: Strategic Increase of Membership: Acquire New & Rejoining Members that align with current programs and service offerings from an industry-based perspective.

2024 Progress to Goal

April 2024

- **30 New Members, \$314,500 2024 New Member Funding** *This time LY: 47 New Members, \$463,00 2023 New Member Funding (2022 - 75 New Members, \$755,125, 2022 New Member Funding) **As predicted, momentum in this space is beginning to slow; however, it still remains strong in the face of the DEI opposition. We continue to create programs and resources for this group to boost retention.*

GOAL 3: Fund Diversification & Development: Increase Engagement of Members through all WBENC Sponsorships, with a focus on funds from departments outside of supplier diversity.

2024 Progress to Goal

April 2024

- **2024 Program Funding Commitments: \$1,398,678**
- **2024 National Conference Sponsorships: \$3,890,000** **Increase of \$324,500 from LY*
- **TOTAL 2024 Sponsorship Funding to date: \$5,288,678** **This time LY: \$5,052,003*

WBENC By-laws Reference: Article V, Section 5.2

Marketing & Programs Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
April 25, 2024

GOAL 1: Merge the existing Marketing and U.S. Programs Committees into the consolidated Marketing & Programs Committee

- a) Streamline decision making and strategic choices into one committee with an eye towards our brand, our content, and our image.
- b) Create a strong, engaged, accountable committee of corporates, RPOs and WBEs that operates via a sub-committee structure.
- c) Renew our action plan/goals to drive accountability and tracking of successes/failures.

2024 Progress to Goal

April 2024

- Ongoing identification of corporate member representatives.
- Continued review of committee focus areas and areas of impact.

GOAL 2: Build WBENC Brand Equity, Image and Exposure with Corporate Executives and Non-Supplier Diversity Stakeholders

- a) Build a robust connection with C-Suite level executives (CEO, CMO, others), ERGs, and Public/External Relations.
- b) Create a toolkit with a clear call to action to increase two-way engagement with measurable results to influence these executives/groups.

2024 Progress to Goal

April 2024

- Continually growing and establishing relationships and connections with Corporate Member C-Suite executives for program and marketing engagement and opportunities.
- Strong branding and clear, compelling messaging across WBENC programs and events, including the WBENC National Conference.

GOAL 3: Create a synchronized, World Class Programs Strategy

- a. Develop a holistic programs curriculum that ties together national events and corporate partnerships ensuring common branding (“Powered by WBENC”), consistency of approach, and digital connection hub of opportunities.

2024 Progress to Goal

April 2024

- Programs curriculum continually growing and evolving with the WBENC network and strategic business needs.

WBENC By-laws Reference: Article V, Section 5.2

Global Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
April 25, 2024

GOAL 1: Support WBE’s interested in going, or expanding globally, with education and experience from WBE’s, Member Corporations, and external experts.

2024 Progress to Goal

April 2024

- The Forum Global team will host their Forum Insights series session on August 19, 2024. It will build off the March WBENC Conference workshop session on going global and offer WBE perspectives.

GOAL 2: Continue to obtain feedback from WBENC Corporate Members regarding their evolving individual purchasing requirements outside of the U.S. This will include areas such as geographic preference, commodities/services to be procured, how they define a successful supplier, etc.

2024 Progress to Goal

April 2024

- WBENC is excited to announce that Jennifer Turner, Program Director at IBM, is the new Global Committee Chair. WBENC will work with Jennifer in April to review and update the committee roster, begin the process of goal setting, and schedule a Q2 committee meeting.

GOAL 3: Continue to communicate with and educate WBEs and Corporations on the opportunities available through the strategic alliance between WBENC Global Services Committee and WEConnect International.

2024 Progress to Goal

April 2024

- WeConnect held a very successful International Day in Denver on March 18, 2024. In attendance were WeConnect WBEs from over 20 countries, WBENC WBEs, and corporate members. Select WBENC staff attended in support of the event.
- WBENC partnered with WeConnect to host the Empowering Women Going Global workshop at the WBENC National Conference. This was an opportunity to gain valuable insights that delve into the dynamic landscape of global business expansion. The panel was moderated by Ana Guevara, Chief Strategy Officer, and Head of Global Markets at WEConnect International, and speakers included Jonathan Brady, Lead Business Development Specialist at Export-Import Bank of the United States (EXIM), Stephanie Garnica, Director, Global Engagement at DEDO (Denver Economic Development & Opportunity), Suzette Nickle, Director at US Commercial Service/International Trade Administration, and Jennifer Turner, Program Director at IBM.

National Certification Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
April 25, 2024

GOAL 1: Continue to evaluate and make recommendations for the WBENC Standards and Procedures and ensure alignment with the WBENC Roadmap to Growth & Sustainability.

2024 Progress to Goal
April 2024
<ul style="list-style-type: none">Submitted 2024 SBA Third Party Certifier WOSB AgreementPublished updated Documentation Required list which removed 16 previously requested documents

GOAL 2: Deliver Women Owned Small Business (WOSB) Certification in accordance with the SBA Federal Contracting Program.

2024 Progress to Goal
April 2024
<ul style="list-style-type: none">WBENC has successfully met requirements associated with SBA Third Party Certifier Compliance reviews to dateSubmitted supporting documentation in response to audit of 10 WOSB companies from the SBA WOSB Team in Q1 2024

GOAL 3: Review National Certification Files.

2024 Progress to Goal
April 2024
<ul style="list-style-type: none">The NCRC and NCAC supported the processing of the 64 National Certification applications (5 New, 59 recerts) and 12 appeals on a timely basis in 2023The NCRC and NCAC supported the processing of the 11 National Certification applications (all recerts) and 5 appeals on a timely basis in Q1 2024

GOAL 4: Deliver Certification and WBENCLink Training.

2024 Progress to Goal
April 2024
<ul style="list-style-type: none">Delivered Certification and WBENCLink Training monthly to WBEs, interested applicants, and Corporate Members<ul style="list-style-type: none">WBENCLink2.0 – WBEs: Trained 360 participants in 2023 & 121 in Q1 2024WBENCLink 2.0 - Corporate Members: Trained 69 participants in 2023 & 13 in Q1 2024Certification Training<ul style="list-style-type: none">Trained 137 volunteers/RPO staff in 2023 and 19 in Q1 2024

WBENC By-laws Reference: Article V, Section 5.1, G

Executive Committee

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